

Rep Order# 9849460 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/22/2012 12:29 PM
Last Received: 10/22/2012 12:21 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 60S
Estimate# 2175
Buyer Meredith Kaufman
Phone#
Fax#

671617
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2175
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. TR&

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	2	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:60	\$1,000.00	10/23-10/29	1 P2	1	1	\$1,000.00	
	3	TU-F,M	530A-6A	GOOD MORNING CINCY @ 5A	:60	\$1,000.00	10/23-10/29	1	1	1	\$1,000.00	
	4	TU-F,M	7A-9A	THE EARLY SHOW	:60	\$900.00	10/23-10/29	1	1	1	\$900.00	
	5	SA	6A-7A	12 NEWS SATURDAY	:60	\$500.00	10/27-10/27	1	1	1	\$500.00	
	6	SA	8A-10A	SATURDAY EARLY SHOW	:60	\$1,500.00	10/27-10/27	1 P1	1	1	\$1,500.00	
	8	TU-F,M	9A-10A	THE DOCTORS	:60	\$700.00	10/23-10/29	1 P2	1	1	\$700.00	
	11	TU-F,M	2P-3P	THE TALK	:60	\$1,100.00	10/23-10/29	1	1	1	\$1,100.00	
	12	TU-F,M	4P-5P	NEWS AT 4	:60	\$1,300.00	10/23-10/29	1	1	1	\$1,300.00	
	13	TU-F,M	530P-6P	NEWS	:60	\$1,800.00	10/23-10/29	1	1	1	\$1,800.00	
	14	TU-F,M	630P-7P	NEWS	:60	\$3,000.00	10/23-10/29	1	1	1	\$3,000.00	
	15	TU-F,M	7P-730P	INSIDE EDITION	:60	\$5,000.00	10/23-10/29	1 P1	1	1	\$5,000.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	16	TU-F,M	727P-8P	ENT. TONITE	:60	\$6,000.00	10/23-10/29	1 P1	1	1	\$6,000.00	
	17	TU-M	11P-1135P	12 NEWS AT 11P	:60	\$5,000.00	10/23-10/29	1 P2	1	1	\$5,000.00	
	18	TU-F,M	1136P-1236A	DAVID LETTERMAN	:60	\$1,500.00	10/23-10/29	1 P2	1	1	\$1,500.00	
	19	TU-F,M	1236A-136A	LATE LATE SHOW	:60	\$350.00	10/23-10/29	2 P2	1	2	\$700.00	
	20	SA	1135P-1205A	TWO & A HALF MEN	:60	\$700.00	10/27-10/27	1 P3	1	1	\$700.00	
	21	SA	1205A-105A	CRIMINAL MINDS	:60	\$350.00	10/27-10/27	1 P3	1	1	\$350.00	
	24	SU	10P-11P	THE MENTALIST	:60	\$15,000.00	10/28-10/28	1 P2	1	1	\$15,000.00	

---REPORT TOTALS---

Report Totals: 19 / \$47,050.00

---SALES MONTHLY TOTALS---

Oct 12: 19 / \$47,050.00 Nov 12: C / \$0.00

Sales Totals: 19 / \$47,050.00

Station Totals: 19 / \$47,050.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$117,625	CABL 0%	EKRC 0%	UNKN 60%	WBQC 0%	WCPO 0%
		WKRC 40%	WLWT 0%	WSTR 0%	WXIX 0%	

Books null
Demos RA35+

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ORDER

Orders

Order / Rev:	67617
Alt Order #:	09849460
Product Desc:	OBAMA 60S
Estimate:	2175
Flight Dates:	10/23/12 - 10/29/12
Original Date / Rev:	10/22/12 / 10/22/12
Order Type:	GENERAL

Agency

Name:	Greer Margolis Mitchell
Buying Contact:	
Billing Contact:	
	1010 Wisconsin Ave
	Washington, DC 20007

Advertiser

Name:	Obama/D/President
Demographic:	A35+
Product Codes:	Presidential Elections
Priority:	P-1
Revenue Codes:	AGY, POL-CAND, GEN

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	14	\$33,900.00	\$28,815.00
10/29/12	10/29/12	5	\$13,150.00	\$11,177.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$33,900.00	\$28,815.00	0.00
November 2012	5	\$13,150.00	\$11,177.50	0.00
Totals	19	\$47,050.00	\$39,992.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$47,050.00
Market	100%	\$117,625.00

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$70,575.00
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/23/12	10/29/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	MTWTF--	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
GOOD MORNING CINCY @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/23/12	10/29/12	MTWTF--	1	\$1,000.00	0.00								
E 2	WKRC	10/23/12	10/29/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
GOOD MORNING CINCY @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/23/12	10/29/12	MTWTF--	1	\$1,000.00	0.00								
E 3	WKRC	10/23/12	10/29/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00

Order / Rev: 67617

Alt Order #: 09849460

Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama/D/President

Product Desc: OBAMA 60S

Estimate: 2175

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKRC	10/23/12	10/29/12	Late Late Show Late Late Show	CM	12:36 XM-1:36 XM	MTWTF--	1:00	2	\$350.00	P-2	0.00	NM	2	\$700.00
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/23/12	10/29/12	MTWTF--	2	\$350.00	0.00								
E 16	WKRC	10/27/12	10/27/12	Sat Late Fringe Rotator Sat Late Fringe Rotator	CM	11:35 PM-12:05 XI	-----S-	1:00	1	\$700.00	P-3	0.00	NM	1	\$700.00
TWO & A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S-	1	\$700.00	0.00								
E 17	WKRC	10/27/12	10/27/12	Sat 1205a-105a Sat 1205a-105a	CM	12:05 XM-1:05 XM	-----S-	1:00	1	\$350.00	P-3	0.00	NM	1	\$350.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S-	1	\$350.00	0.00								
E 18	WKRC	10/28/12	10/28/12	Sun Reg 4 Sun Reg 4	CM	10:00 PM-11:00 PI	-----S	1:00	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
The Mentalist															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S	1	\$15,000.00	0.00								
													Totals	19	\$47,050.00